I CLAIM:

1. A lamp device comprising:

a power line adapted to be connected to a power source;

a socket adapted for mounting a light bulb;

a light sensitive controller connected to said power line and said socket and adapted to enable and disable operation of the light bulb in accordance with ambient light conditions; and

a rotary lamp base including

a shell member including a top wall and a peripheral wall extending downwardly from a periphery of said top wall, said top and peripheral walls cooperating to confine a containing space, said socket and said light sensitive controller being mounted in said containing space, said top wall having top and bottom sides, and a through hole formed through said top and bottom sides to permit extension of said power line out of said containing space, said through hole having a hole axis, said peripheral wall being formed with a light sensor hole that is disposed in a radial direction relative to the hole axis and that is registered with said light sensitive controller to enable said light sensitive controller to detect ambient light conditions,

a tubular pivot seat having upper and lower seat portions opposite to each other along the hole axis, and

a retaining unit for retaining rotatably said lower seat portion of said pivot seat in said through hole in said top wall of said shell member so as to permit rotation of said shell member relative to said pivot seat about the hole axis.

2. The lamp device as claimed in Claim 1, wherein said retaining unit includes:

an anchoring ring disposed in said through hole in said top wall of said shell member and having top and bottom ring surfaces, an outer peripheral ring portion connected to said top wall, and an inner peripheral ring surface opposite to said outer peripheral ring portion in radial directions relative to the hole axis, said outer peripheral ring portion and said inner peripheral ring surface being respectively disposed distal from and proximate to the hole axis; and

resilient first and second anchor members formed on said lower seat portion of said pivot seat and alternately arranged in a circumferential direction relative to the hole axis;

each of said first anchor members having a wedge portion with a beveled surface that inclines radially, outwardly and downwardly relative to the hole axis, and a stop surface that extends from a lowermost edge of said beveled surface in a radial inward direction relative to the hole axis,

each of said second anchor members having a distal lower end formed with a stop flange that extends radially and outwardly relative to the hole axis and that is vertically spaced apart from said stop surfaces of said wedge portions of said first anchor members so as to form a clearance corresponding to thickness of said anchoring ring;

said pivot seat being extendible through said through hole in said top wall of said shell member from said bottom side of said top wall when assembling said rotary lamp base such that said inner peripheral ring surface of said anchoring ring forces said wedge portions of said first anchor members in radial inward directions until said wedge portions of said first anchor members are disposed above said anchoring ring, during which time said stop surfaces of said wedge portions of said first anchor members and said stop flanges of said second anchor members abut respectively against said top and bottom ring surfaces of said anchoring ring such that said first and second anchor members engage rotatably said anchoring ring to permit rotation of said shell member relative to said pivot seat about the hole axis.

3. The lamp device as claimed in Claim 2, wherein said inner peripheral ring surface of said anchoring ring is a serrated surface, said stop surface of said wedge portion of one of said first anchor members terminating at a distal end, said one of said first anchor members

further having an anchor portion that extends downwardly from said distal end of said stop surface and that is formed with an engaging tooth, said engaging tooth engaging said inner peripheral ring surface of said anchoring ring to retain releasably said light sensor hole in said peripheral wall of said shell member at a desired angular orientation relative to the hole axis.

4. The lamp device as claimed in Claim 2, further comprising a limiting unit provided on said anchoring ring and said lower seat portion of said pivot seat to limit extent of angular rotation of said shell member relative to said pivot seat.

5. The lamp device as claimed in Claim 4, wherein said limiting unit includes a first limit flange formed on said outer peripheral ring portion at said bottom ring surface of said anchoring ring, and a second limit flange formed on said stop flange of one of said second anchor members.

6. The lamp device as claimed in Claim 2, wherein adjacent ones of said first and second anchor members have a slit, which extends parallel to the hole axis, formed therebetween.

7. The lamp device as claimed in Claim 1, wherein said upper seat portion of said pivot seat is formed with a wiring hole for extension of said power line therethrough, and a mounting hole adapted for passage of a fastener to permit securing of said pivot seat on

a support.

8. A rotary lamp base comprising:

a shell member including a top wall and a peripheral wall extending downwardly from a periphery of said top wall, said top and peripheral walls cooperating to confine a containing space, said top wall having top and bottom sides, and a through hole formed through said top and bottom sides for access into said containing space, said through hole having a hole axis, said peripheral wall being formed with a light sensor hole that is disposed in a radial direction relative to the hole axis, said shell member further including an anchoring ring that is disposed in said through hole and that has top and bottom ring surfaces, an outer peripheral ring portion connected to said top wall, and an inner peripheral ring surface opposite to said outer peripheral ring portion in radial directions relative to the hole axis, said outer peripheral ring portion and said inner peripheral ring surface being respectively disposed distal from and proximate to the hole axis; and

a tubular pivot seat extendible through said through hole in said top wall of said shell member and having upper and lower seat portions opposite to each other along the hole axis, said lower seat portion being formed with resilient first and second anchor members that are alternately arranged in a circumferential direction

relative to the hole axis,

each of said first anchor members having a wedge portion with a beveled surface that inclines radially, outwardly and downwardly relative to the hole axis, and a stop surface that extends from a lowermost edge of said beveled surface in a radial inward direction relative to the hole axis,

each of said second anchor members having a distal lower end formed with a stop flange that extends radially and outwardly relative to the hole axis and that is vertically spaced apart from said stop surfaces of said wedge portions of said first anchor members so as to form a clearance corresponding to thickness of said anchoring ring;

said pivot seat being extendible through said through hole in said top wall of said shell member from said bottom side of said top wall such that said inner peripheral ring surface of said anchoring ring forces said wedge portions of said first anchor members in radial inward directions until said wedge portions of said first anchor members are disposed above said anchoring ring, during which time said stop surfaces of said wedge portions of said first anchor members and said stop flanges of said second anchor members abut respectively against said top and bottom ring surfaces of said anchoring ring such that said first and second anchor members engage rotatably said anchoring ring to permit

rotation of said shell member relative to said pivot seat about the hole axis.

9. The rotary lamp base as claimed in Claim 8, wherein said inner peripheral ring surface of said anchoring ring is a serrated surface, said stop surface of said wedge portion of one of said first anchor members terminating at a distal end, said one of said first anchor members further having an anchor portion that extends downwardly from said distal end of said stop surface and that is formed with an engaging tooth, said engaging tooth engaging said inner peripheral ring surface of said anchoring ring to retain releasably said light sensor hole in said peripheral wall of said shell member at a desired angular orientation relative to the hole axis.

10. The rotary lamp base as claimed in Claim 8, further comprising a limiting unit provided on said anchoring ring and said lower seat portion of said pivot seat to limit extent of angular rotation of said shell member relative to said pivot seat.

11. The rotary lamp base as claimed in Claim 10, wherein said limiting unit includes a first limit flange formed on said outer peripheral ring portion at said bottom ring surface of said anchoring ring, and a second limit flange formed on said stop flange of one of said second anchor members.

12. The rotary lamp base as claimed in Claim 8, wherein adjacent ones of said first and second anchor members have a slit, which extends parallel to the hole axis, formed therebetween.

13. The rotary lamp base as claimed in Claim 8, wherein said upper seat portion of said pivot seat is formed with a wiring hole adapted for extension of a power line therethrough, and a mounting hole adapted for passage of a fastener to permit securing of said pivot seat on a support.